

Contract # 48853

Schedule Dates

10/21/12-10/23/12

Advertiser

ROMNEY FOR PRESIDENT (1836)

Agency

SSG Media Inc. (1575)

Product

POLITICAL CANDIDATE (1051)

Brand

Political (7014)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

506

CPE

Local/Political Candidate Agency

Account Types

Standard

Billing Type

Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



SSG Media Inc.  
1117 East West Highway  
Silver Spring, MD 20910

Date Entered 10/19/12  
Last Modified 10/19/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$22,815.00  
Net Total \$129,285.00  
Sales Tax

WHDH Boston (WHDH)  
By Broadcast Month Spots Rate  
Oct. 2012 78 \$152,100.00  
Grand Total: 78 \$152,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	6A- 6:30A (ET)	1	1	1						2	\$1,700.00	\$3,400.00	WHDH Boston (WHDH)		10/19/12
2.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	6:30A- 7A (ET)	2	2	2						4	\$1,700.00	\$6,800.00	WHDH Boston (WHDH)		10/19/12
3.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	7A- 8A (ET)	2	2	2						4	\$2,300.00	\$9,200.00	WHDH Boston (WHDH)		10/19/12
4.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	8A- 9A (ET)	2	2	2						4	\$2,300.00	\$9,200.00	WHDH Boston (WHDH)		10/19/12
5.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	9A- 10A (ET)	2	2	2						4	\$1,000.00	\$4,000.00	WHDH Boston (WHDH)		10/19/12
6.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	10A- 11A (ET)	2	2	2						4	\$850.00	\$3,400.00	WHDH Boston (WHDH)		10/19/12
7.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	11A- 12P (ET)	1	1	1						2	\$850.00	\$1,700.00	WHDH Boston (WHDH)		10/19/12
8.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	12P- 1P (ET)	2	2	2						4	\$1,000.00	\$4,000.00	WHDH Boston (WHDH)		10/19/12
9.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	4P- 4:30P (ET)	2	2	2						4	\$1,200.00	\$4,800.00	WHDH Boston (WHDH)		10/19/12
10.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	4:30P- 5P (ET)	2	2	2						4	\$1,500.00	\$6,000.00	WHDH Boston (WHDH)		10/19/12
11.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	5P- 5:30P (ET)	2	2	2						4	\$1,800.00	\$7,200.00	WHDH Boston (WHDH)		10/19/12
12.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	5:30P- 6P (ET)	2	2	2						4	\$2,000.00	\$8,000.00	WHDH Boston (WHDH)		10/19/12
13.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	6P- 6:30P (ET)	2	2	2						4	\$2,500.00	\$10,000.00	WHDH Boston (WHDH)		10/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Buyer Name /  
Phone/Fax /  
CPE 506  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

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14.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	7P- 7:30P (ET)	2	2	2						4	\$2,200.00	\$8,800.00	WHDH Boston (WHDH)		10/19/12
15.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	7:30P- 8P (ET)	2	2	2						4	\$2,400.00	\$9,600.00	WHDH Boston (WHDH)		10/19/12
16.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	11P- 11:35P (ET)	2	2	2						4	\$3,000.00	\$12,000.00	WHDH Boston (WHDH)		10/19/12
17.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	5A- 5:30A (ET)	2	2	2						4	\$500.00	\$2,000.00	WHDH Boston (WHDH)		10/19/12
18.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	5:30A- 6A (ET)	2	2	2						4	\$500.00	\$2,000.00	WHDH Boston (WHDH)		10/19/12
19.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN							1	1	1	\$500.00	\$500.00	WHDH Boston (WHDH)		10/19/12
20.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	7:57A- TODAY SHOW-SUNDAY							2	2	2	\$1,400.00	\$2,800.00	WHDH Boston (WHDH)		10/19/12
21.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	9A- 7 News Today in New England-Sun							3	3	3	\$1,400.00	\$4,200.00	WHDH Boston (WHDH)		10/19/12
22.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	10:27A- Meet the Press							2	2	2	\$2,500.00	\$5,000.00	WHDH Boston (WHDH)		10/19/12
23.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	6:58P- FOOTBALL NIGHT IN AMERICA							1	1	1	\$7,500.00	\$7,500.00	WHDH Boston (WHDH)		10/19/12
24.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	8:13P- NBC SUNDAY NIGHT FOOTBALL							1	1	1	\$20,000.00	\$20,000.00	WHDH Boston (WHDH)		10/19/12

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